PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Janice Mabie
Liz Bromberg
Rodney Robinson

DATE: April 8, 1993

FROM: Michelle Marcisak

SUBJECT: Merit Bowling Creative Brief

CC: Ina Broeman
Bob Ferrin
Jay Kenney
Erin Martin
Chris McAuliffe
Edna Moore
Norma Suter
Nancy Zimbalist

The following requests the development of creative materials for the Merit Bowling Program.

BACKGROUND

Merit will be sponsoring a grass roots tournament conducted in 2,000 bowling centers around the country from September through December 1993. Bowlers will enter the tournament at their local bowling center with the ultimate goal of reaching the $125,000 Pro/Am Championships held in Las Vegas, Nevada - where they will bowl with the pros for $125,000 in prize money. (Please see attached Program Description). It is estimated that the program would reach 750,000 bowlers -- 40% of whom are smokers -- in a smoker-friendly environment.

OBJECTIVES

- Reach Merit smokers in a smoker-friendly environment consistent with the brand character and demographics
- In lieu of advertising, enhance brand image among both Merit and competitive smokers
- Generate incremental sales of Merit
- Generate names for the database

STRATEGIES

- Sponsorship of the $125,000 Pro/Am Championship and $200,000 Professional Mixed Doubles Championship
- Magazine and regional newspaper advertising
- Targeted FSI promotion offering a free game of bowling with proof of two pack purchase

RATIONALE

By sponsoring bowling, Merit has the opportunity to reach the 40% of adult bowlers who smoke in a smoker-friendly environment. It is estimated that the program will reach 750,000 bowlers.

Source: https://www.industrydocuments.ucsf.edu/docs/nhwy0004

BRAND POSITIONING STATEMENT

To smokers who are concerned about tar and nicotine, but don't want to sacrifice taste, Merit is the low-tar cigarette that doesn't compromise on taste because Merit delivers flavor out of proportion to tar.

BRAND CHARACTER

Merit is down-to-earth, straightforward and confident.

AUDIENCE

Male and female bowlers, age 21+, who smoke.

ASSIGNMENT

- Create a Merit Bowling promotion logo utilizing the Merit brand name and colors. The logo will appear on such items as letterhead, envelopes, posters, banners, etc. - so it should be more horizontal than vertical The logo should be light, crisp and fun in tone yet consistent with the "brand character". Use Merit colors: oranges, yellows, browns, blues. Please use no more than four colors (PMS colors).
- Create a slogan to be used in bowling promotion-themed advertising and on support materials.
- Create art and keyline for a Merit Bowling themed advertisement.
- Create art and keylines for the following Merit Bowling support materials:

◆ **MERIT BOWLING LARGE POSTER (Generic)**

Size: 40" high x 27" wide
Quantity: 6,000
Purpose: To draw the attention of the amateur bowler to the tournament, inform them about the prize money, trip and chance to bowl with the pros; and send them to the front desk to pick up the brochure for more details.

Should communicate the following:

Primary: You (the amateur bowler) can win a fabulous bowler's "dream come true" from Merit Cigarettes. Include a call to action.
Secondary: Prize Money, Trip to Las Vegas, Chance to Bowl with the Pro's.
Must Include: Participants must be 21 years or older.
Other: Possibly incorporate pack-shot into poster (checking with legal)

◆ **MERIT BOWLING COUNTER CARD**

Size : 10"(h) x 18"(w)
Quantity: 6,000
Purpose: To hold brochures, encourage amateur bowlers to take one and generate excitement about the program.

Should communicate the following:

Primary: You (the amateur bowler) can win a bowler's "dream come true" from

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Source: https://www.industrydocuments.ucsf.edu/docs/nhwy0004

Merit Cigarettes.

Secondary: Take brochure for all the information you need and coupons for a free game of bowling with two pack purchase and Buy One Get One Free.

- **MERIT BOWLING BROCHURE**

Size: 8 1/2 " (h) x 12" (w) - Folds to 8 1/2" (w) x 4" (h)

Quantity: 500,000

Purpose: To communicate details of the program, incent pack sales through coupons and generate names for the database

Should communicate the following:

Primary: Program details, Participants must be 21+

Secondary: Coupons (B1G1F) and free bowling game with 2 UPC's

Other: Incorporate 2 coupons (One B1G1F exp. 3/31/94 and one for two UPC's, free game of bowling, exp. 12/31/93).

Use more than one color on one side only (the outside) - inside should be black or one PMS color.

- **MERIT BOWLING STICKERS FOR VENDING MACHINES**

Size: 4"x4"

Quantity: 5,000

Purpose: To inform cigarette purchaser that if they buy two packs of Merit, they get a free bowling game.

Should communicate the following:

Primary: Buy two-packs, get a free game

Secondary: See front desk for brochure with more information on Merit Bowling Pro/Am

NEXT STEPS

- Discuss promotion and budget.
- Develop initial art on tissue.

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Source: https://www.industrydocuments.ucsf.edu/docs/nhwy0004

TIMELINE

Date	Activity
April 5	Merit Bowling Logo Tissue due. Keyline for logo sheet (B/W and color) due ASAP after approval of logo.
April 16	Tissues for the following due: •Merit Bowling Slogan •Merit Bowling Large Poster •Merit Bowling Counter Card •Merit Bowling Brochure •Merit Bowling Stickers for Vending Machines •Merit Bowling-themed Advertisement
May 3	Keylines for the following due: •Merit Bowling Large Poster •Merit Bowling Counter Card •Merit Bowling Brochure •Merit Bowling Stickers for Vending Machines
May 10	Poster, Counter Card, Brochure and Vending Machine Stickers into production

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